

Figure 1

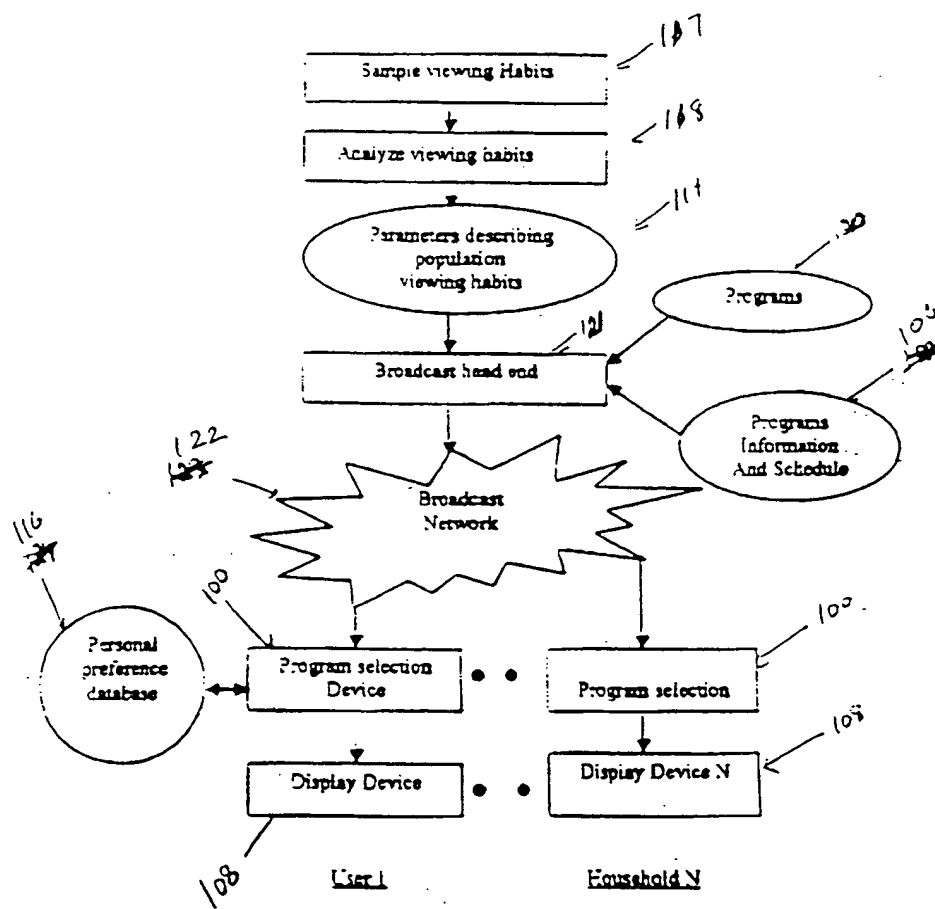


Figure 2



Examples of Program Information

<p>Title = Seinfeld Program Type = Sitcom Category = Comedy Actors = (Actor1 , Actor2)</p>	<p>Title = US Debt Report Program Type = News article Category = US Govt. Financial People Mentioned = (Bill Clinton, Alan Greenspan)</p>
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Example 1

Example 2

Figure 3



Examples for traits

Movie
Adventure
Sports
Mad About You
dynamic trait 1
Dynamic trait 2
NBC NEWS
FRIDAY Movie
Premier Mad About You

126

Examples for Liking for viewer N

Movie = 10
Adventure = 2
Sports = 0.1
Mad About You = 5
dynamic trait 1 = 3
Dynamic trait 2 = 5
NBC NEWS = 13
FRIDAY Movie = 18
Premier Mad About You = 15

127

Figure 4

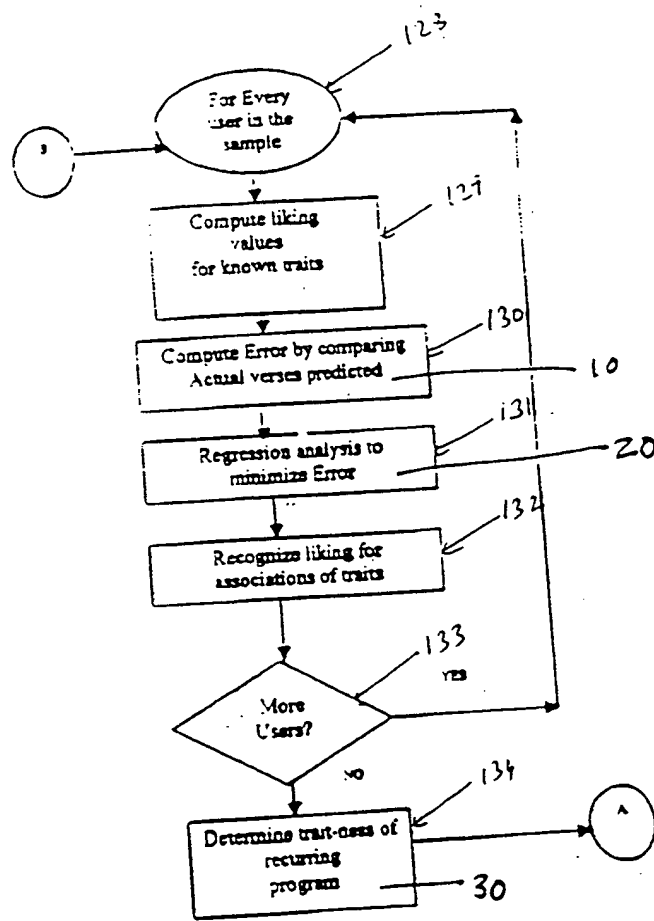


Figure 5(a)

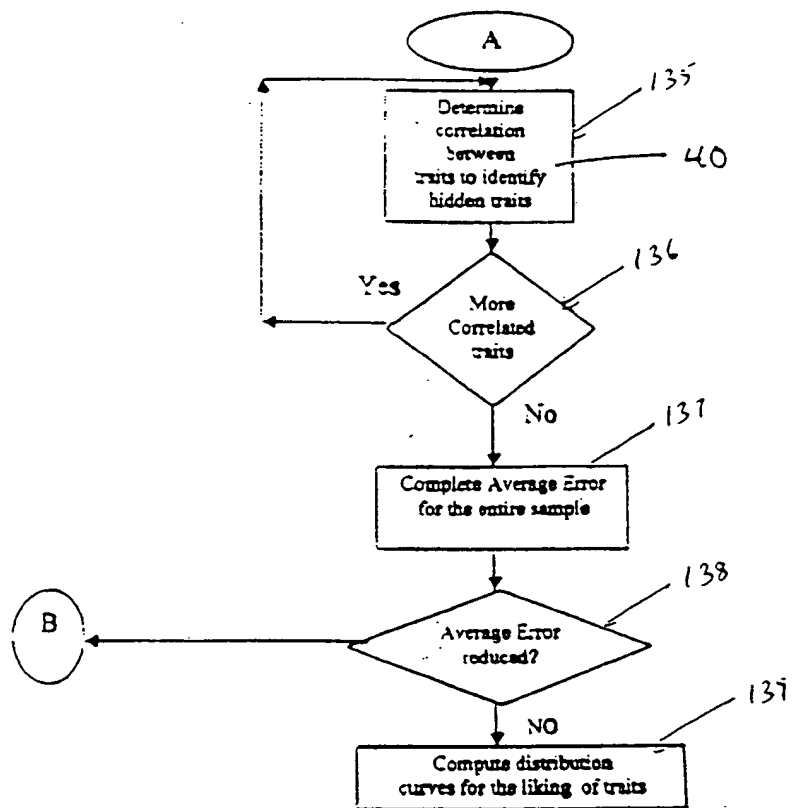


Figure 5(b)

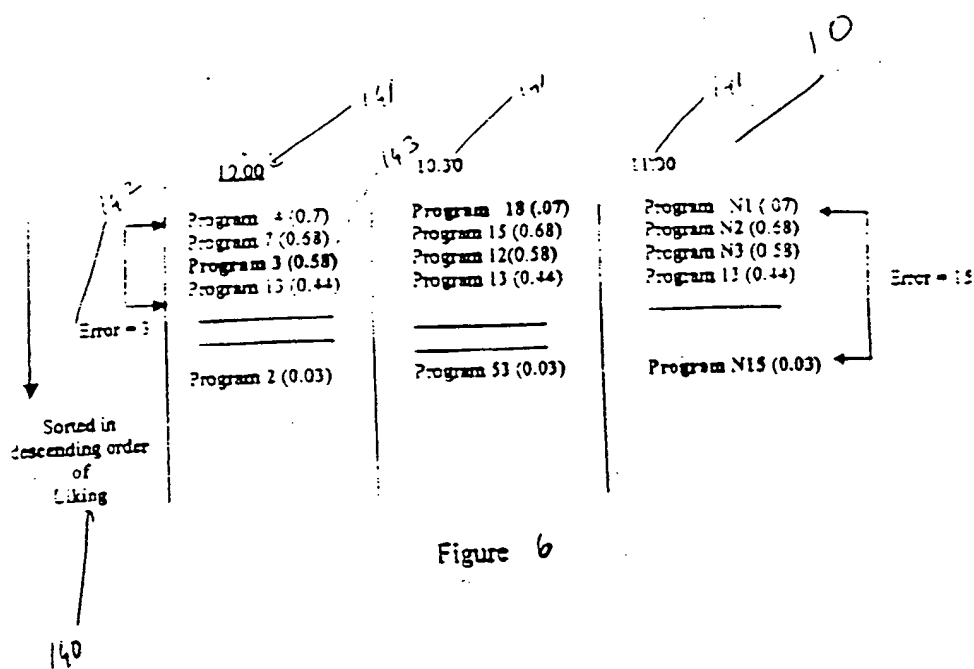
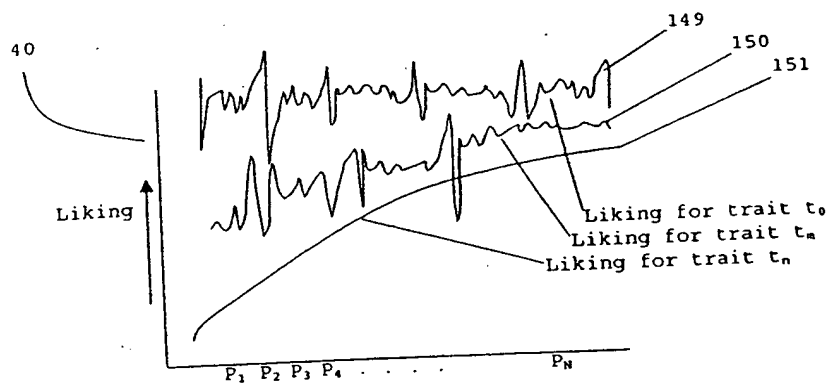


Figure 6



Figure 8



t_m and t_n are correlated

t_m can be expressed as $t_m = t_x + t_m'$
 t_n can be expressed as $t_n = a_x t_x + t_n'$

and



Computing Traitness of a trait is a program

30

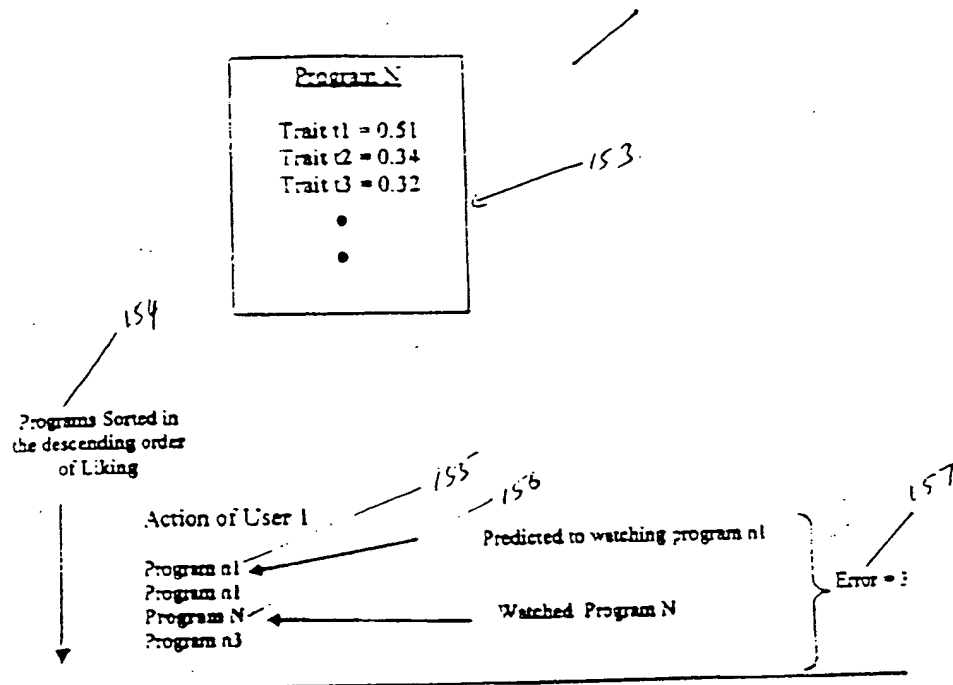


Figure 9(a)

Computing Traitness of a trait a program 30

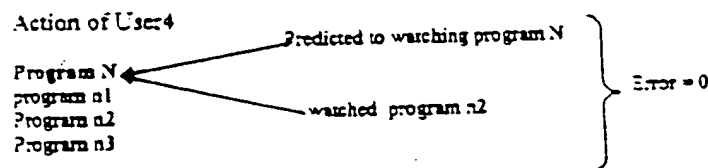
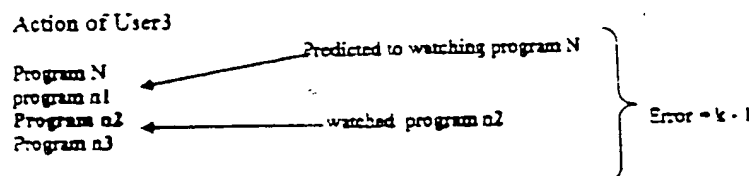
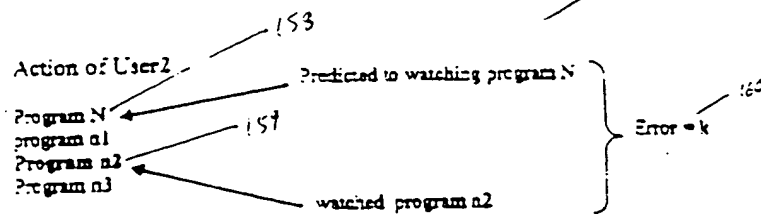
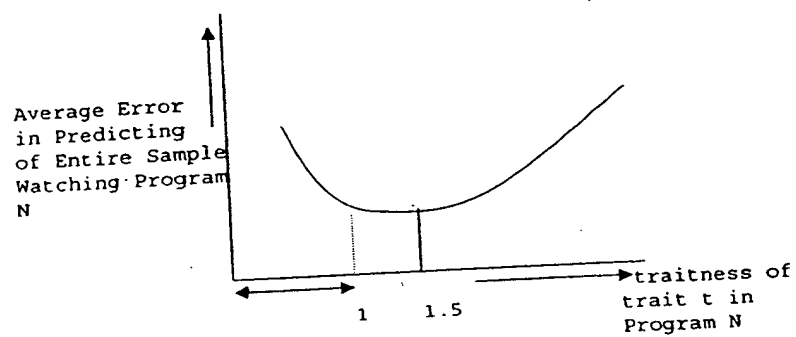


Figure 9(b)



Figure 9(c)



Optimal value of traitness

e.g. comedy-ness in Seinfeld = 1.5
comedy-ness in Frasier = 0.89



Example for Liking Distribution Record format

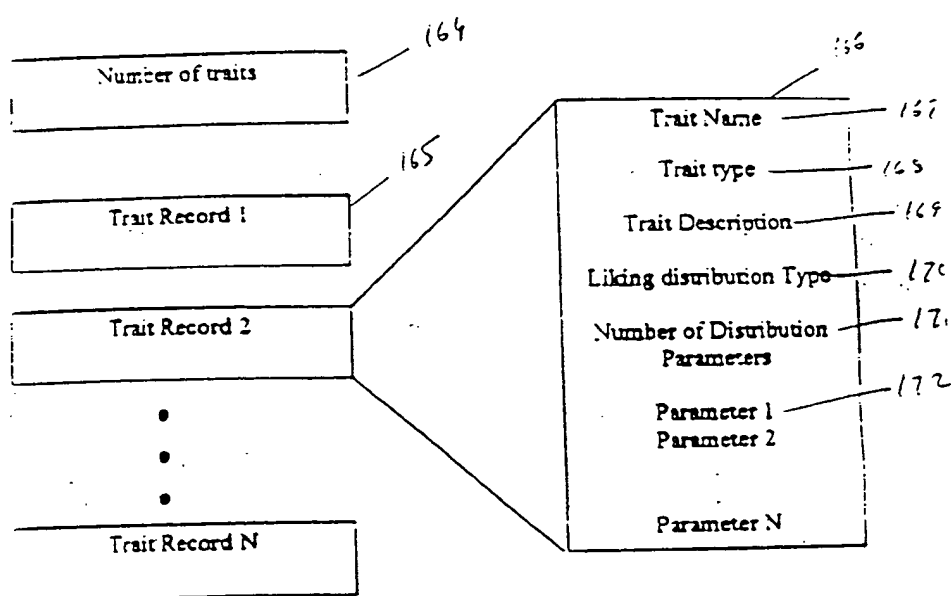


Figure 10



Some Sample Values For Fields in trait Record

Trait type

Static
dynamic
Association
Generated

Trait Description

(NBC, "NEWS"),
SUBSTRING("CIA") IN DESC.
TITLE

Distribution

Normal
Exponential
Defined type 1
Defined type 2

Distribution Parameters

Mean = 13, Deviation = 2

Figure 11

Example for Traitness of recurring Programs

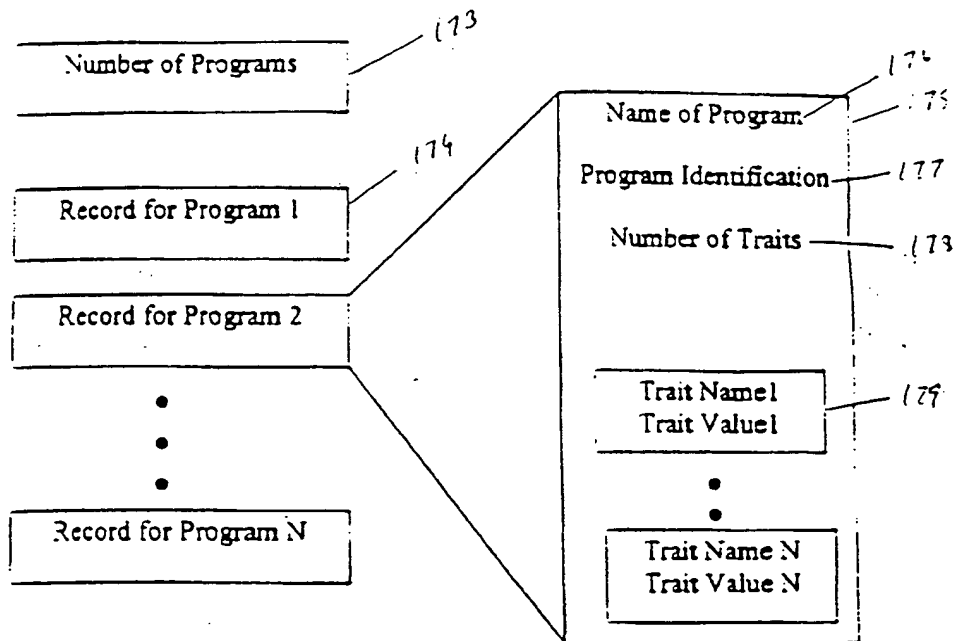


Figure 12



Example For Broadcasting traitness as a part of EPG Data

Program Info

Seinfeld,

NBC ,

Comedy = 0.07

sitcom ,

Dynamic trait 1 = 0.1

•

•

Actor = Seinfeld

Figure 13



Example for Selection Record

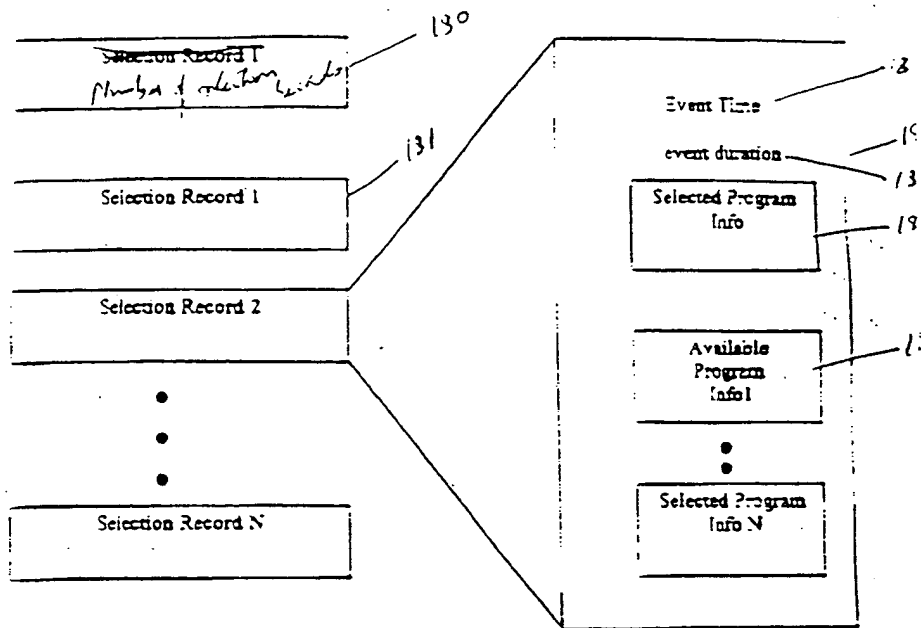


Figure 14

Generation of User Selection History

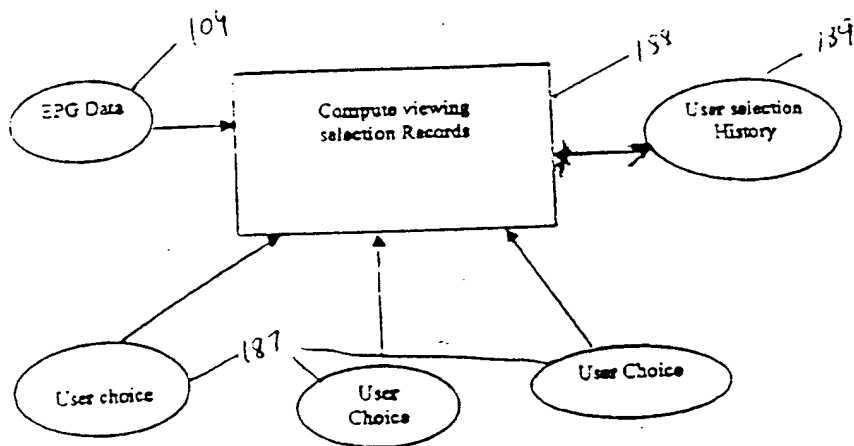


Figure 15

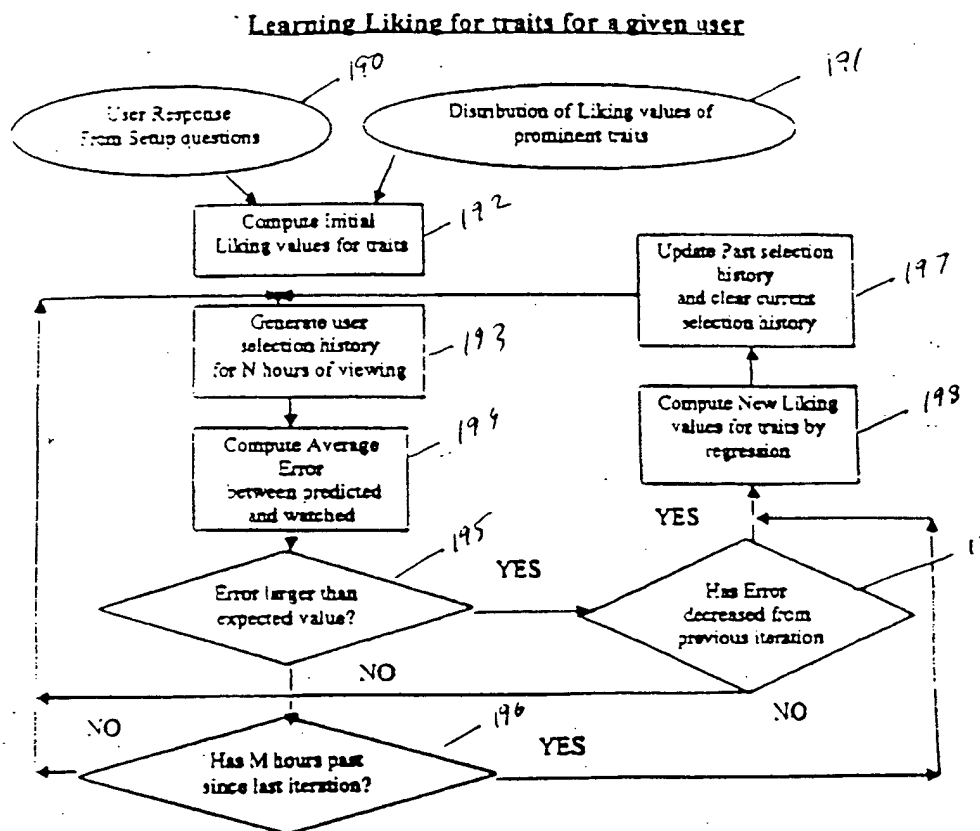


Figure 16



Computing Relevance

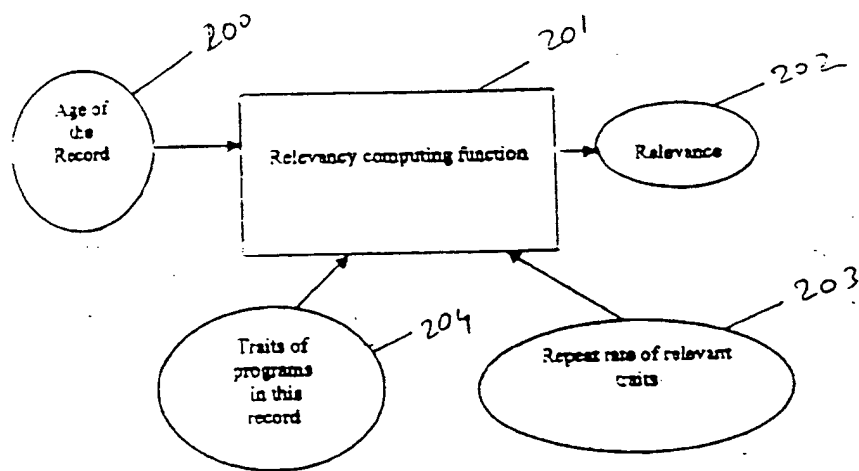


Figure 17 (a)



Figure 17(b)

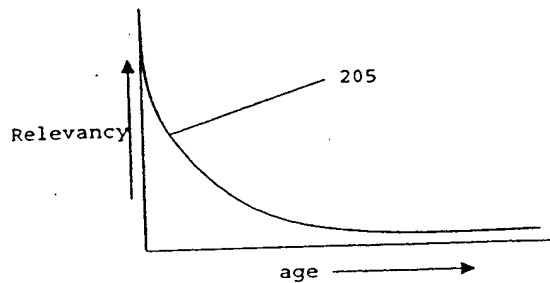
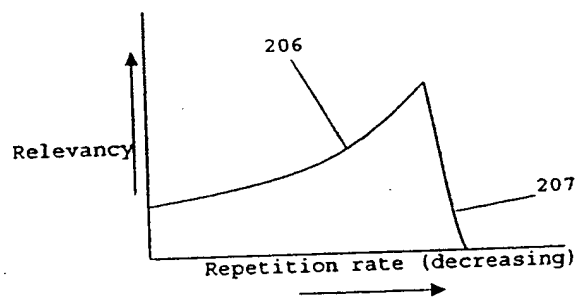


Figure 17(c)



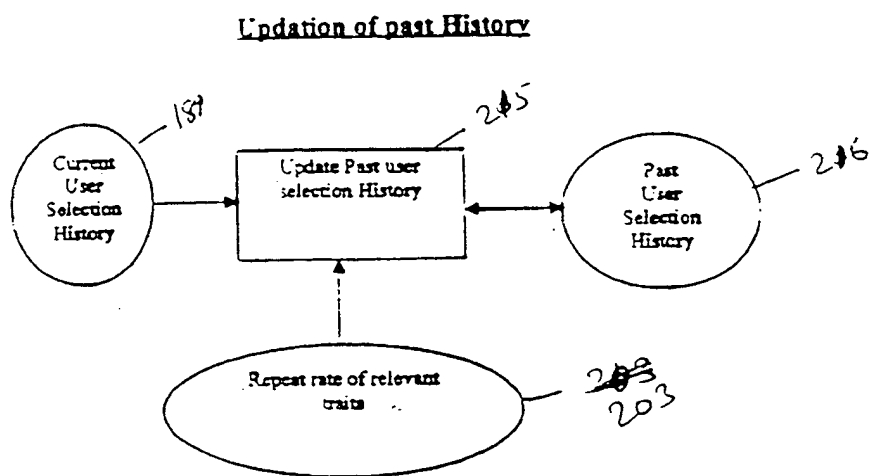


Figure 18(a)

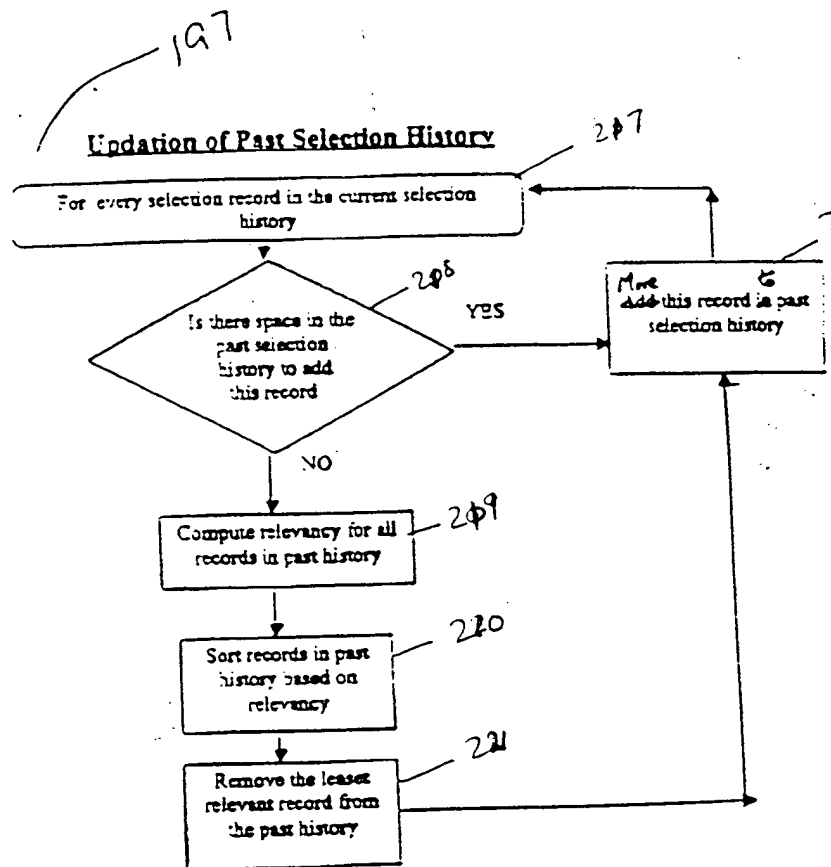
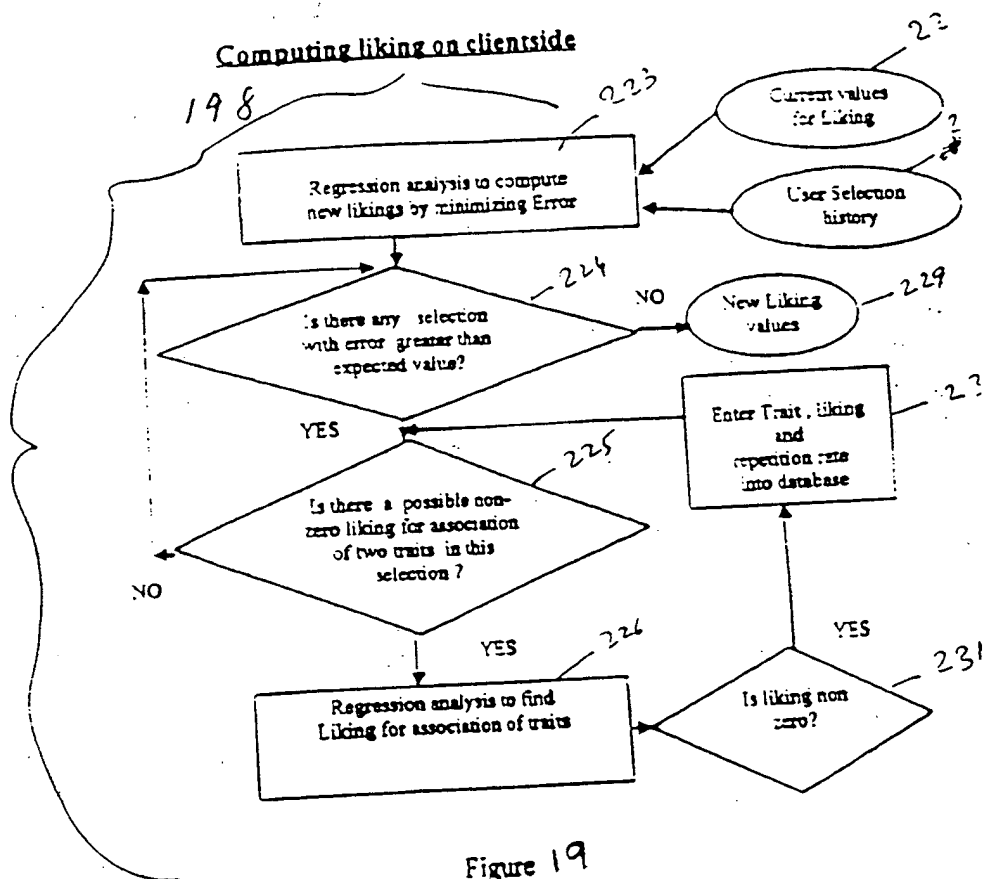


Figure 18(b)





Computing scores for programs for future prediction

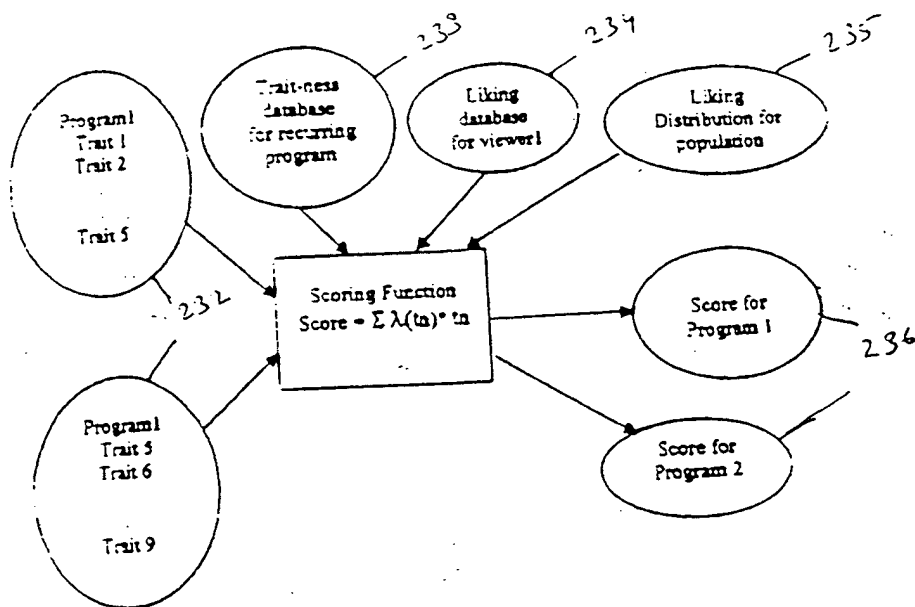
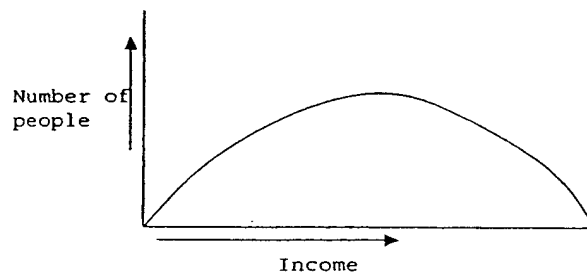


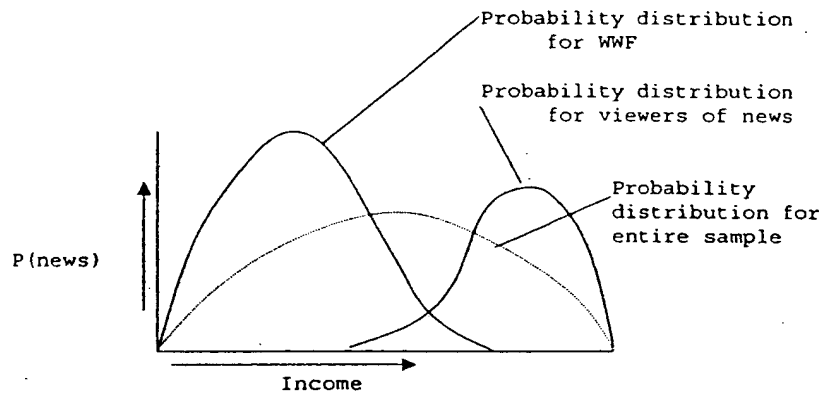
Figure 20



Figure 21(a)



(i)



(ii)

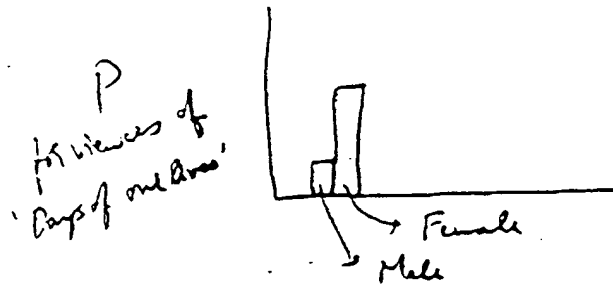
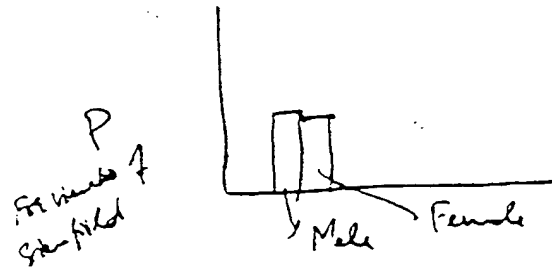
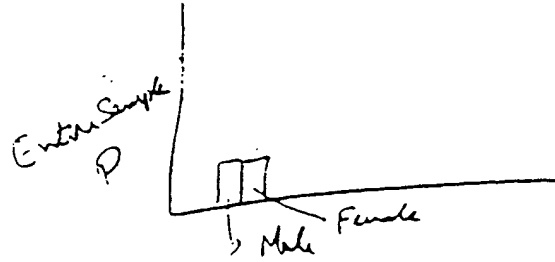


FIGURE 21b



System Architecture

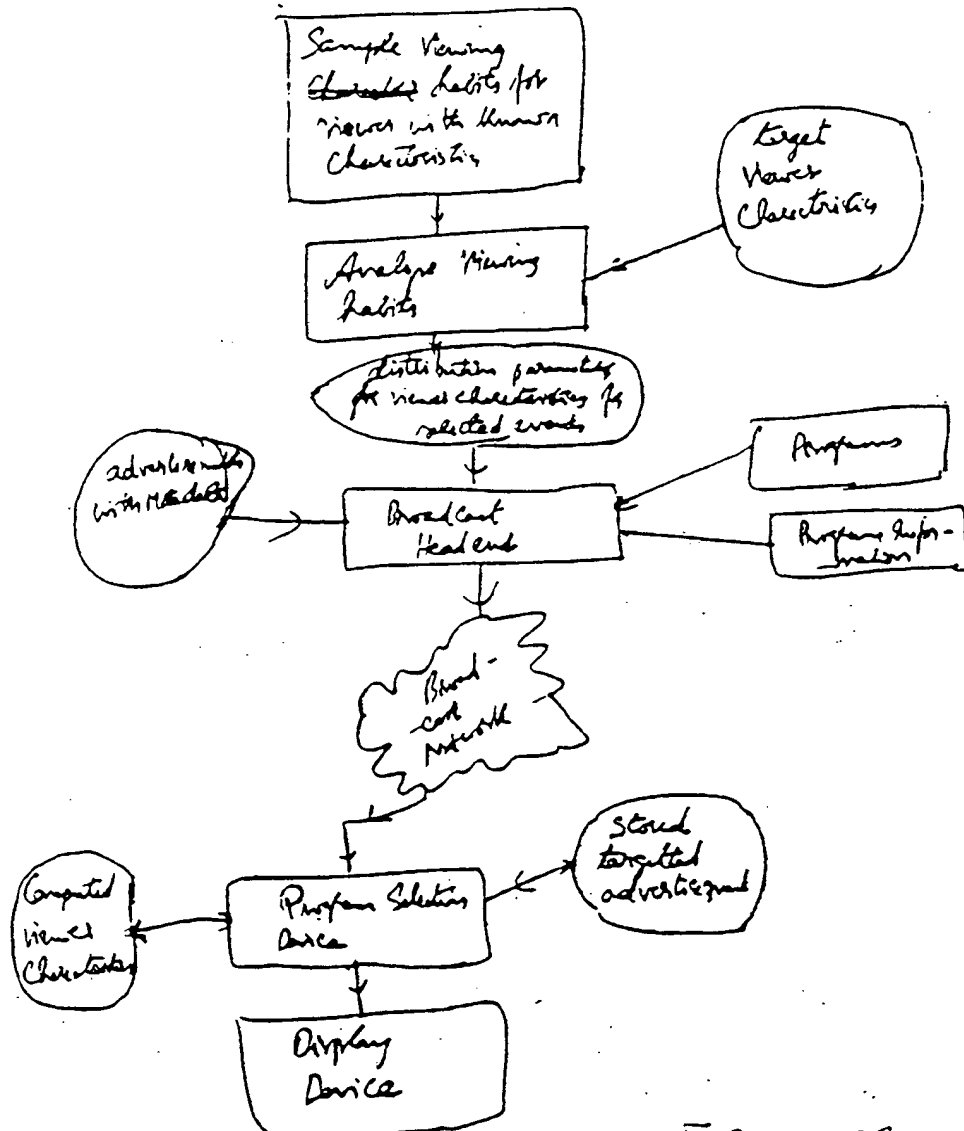


Figure 22

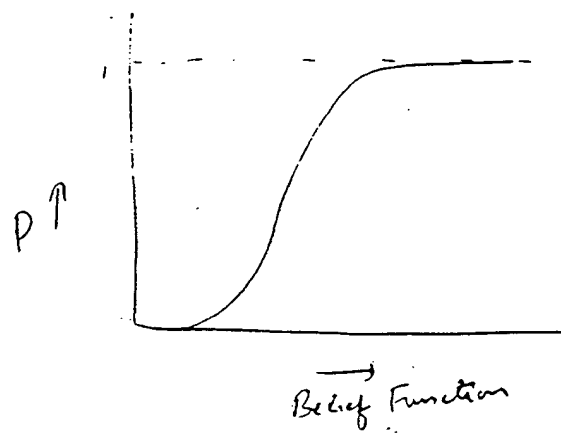


Figure 23a

Demographic Trait Record format

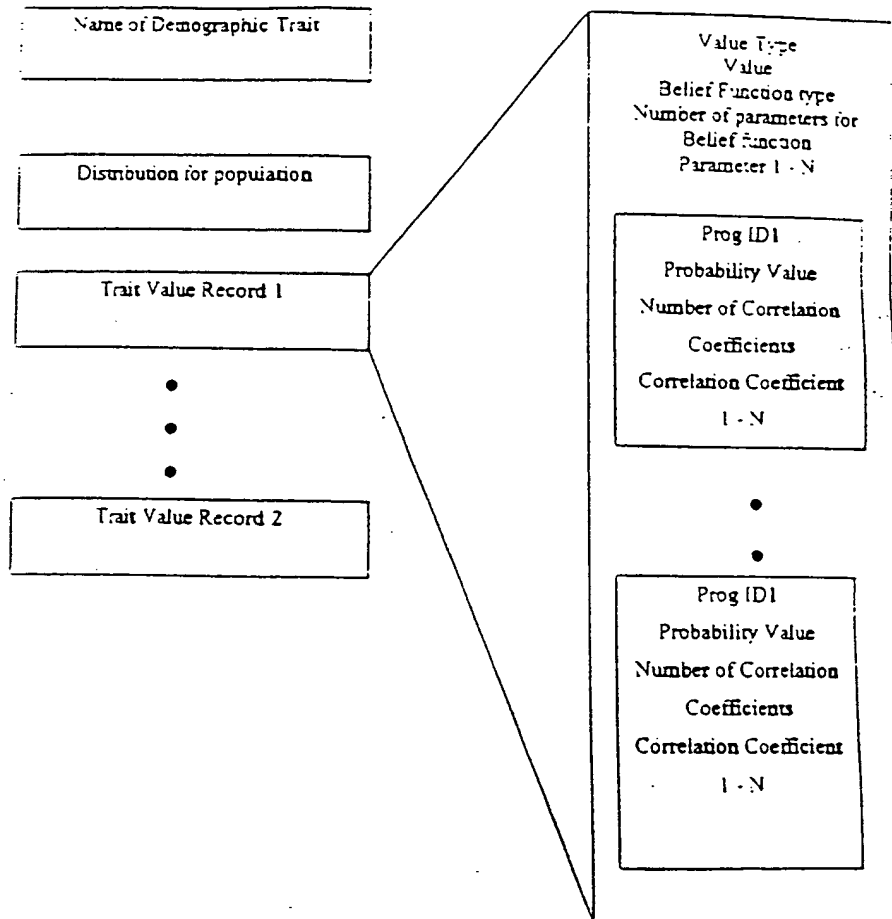


Figure 236

Advertisement Targeting Record format

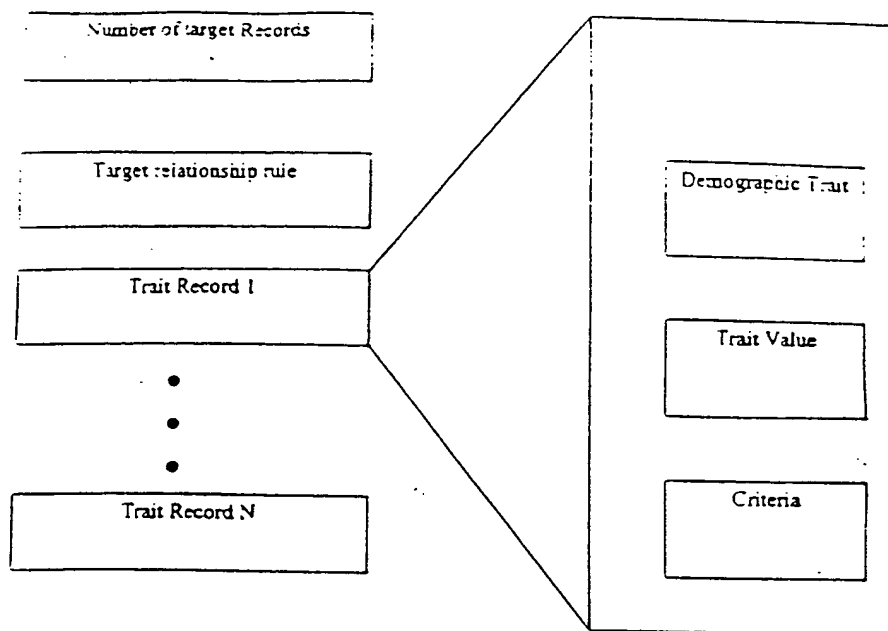


Figure 23C

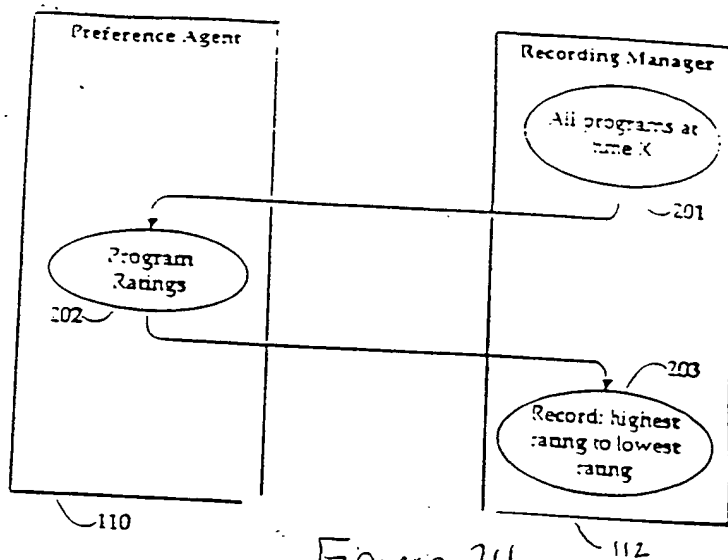


Figure 24

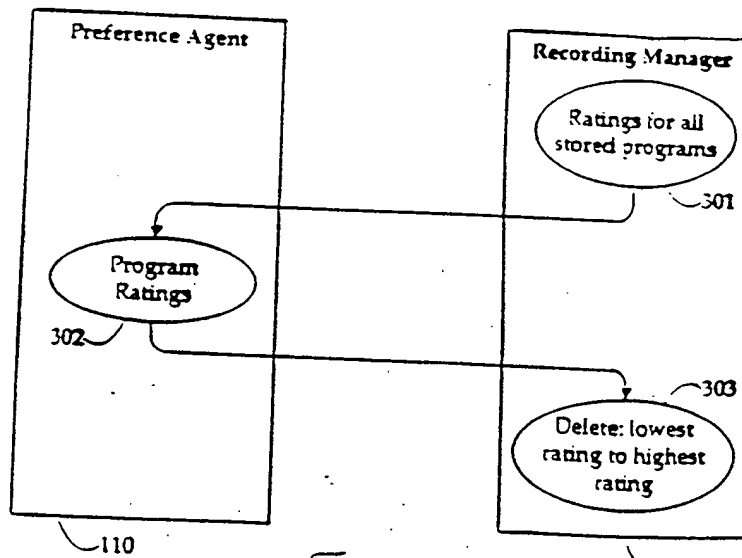


Figure 25

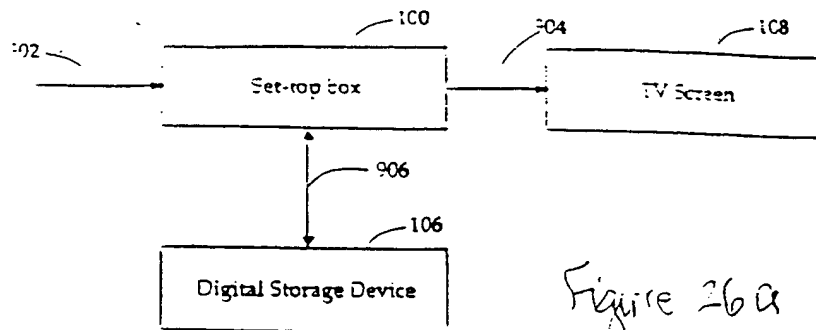


Figure 26a

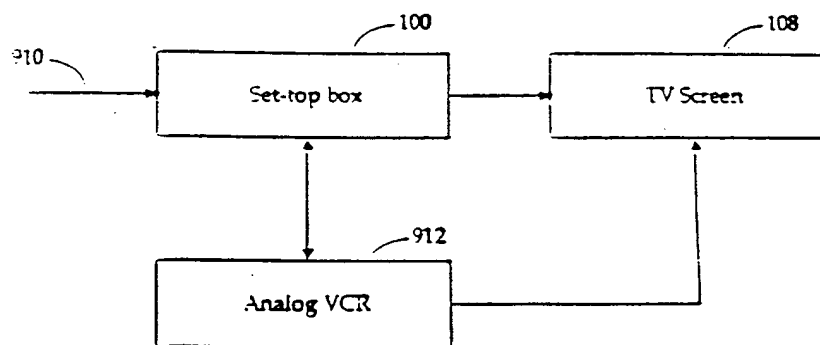


Figure 26b

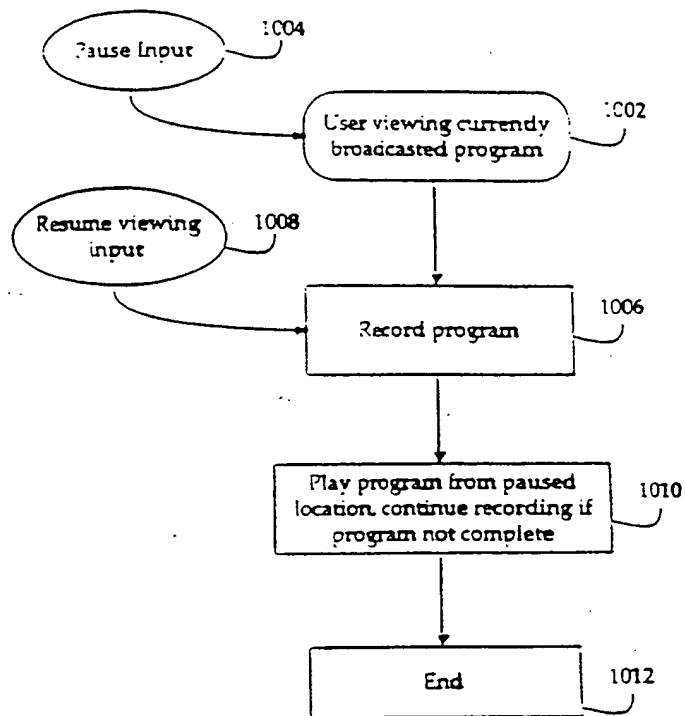


Figure 27

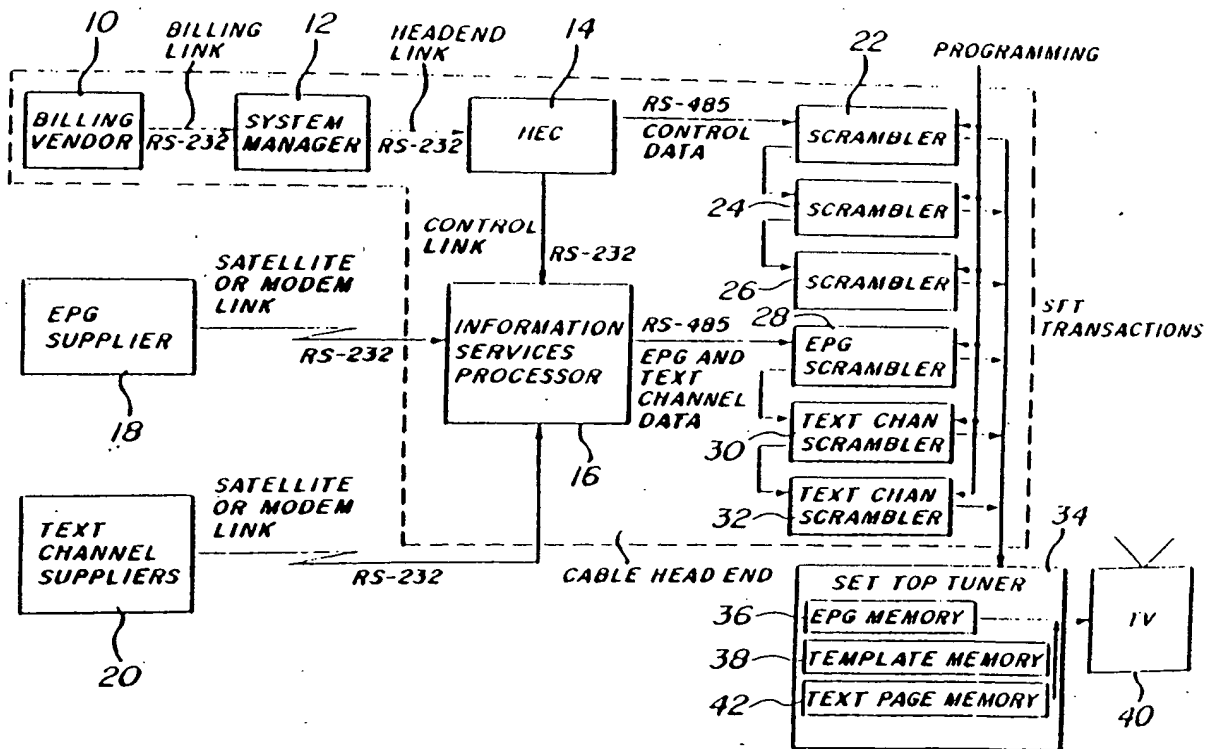


Figure 28

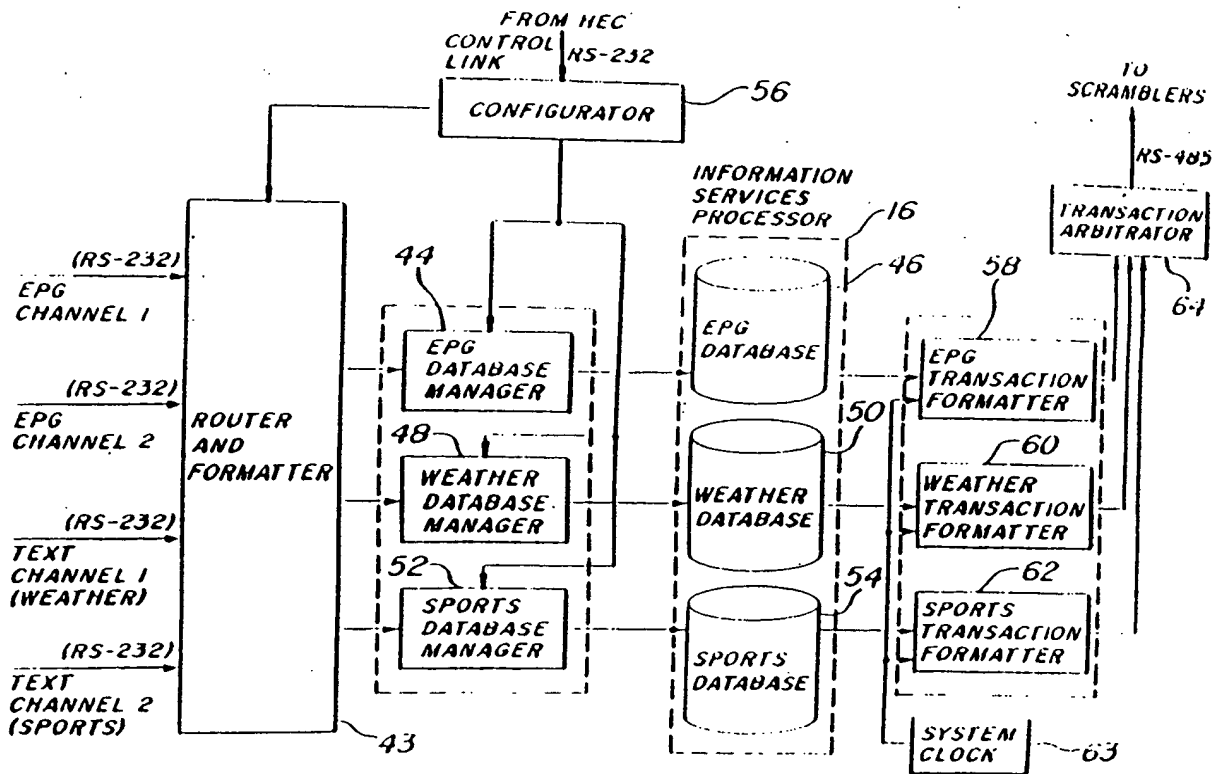


Figure 29

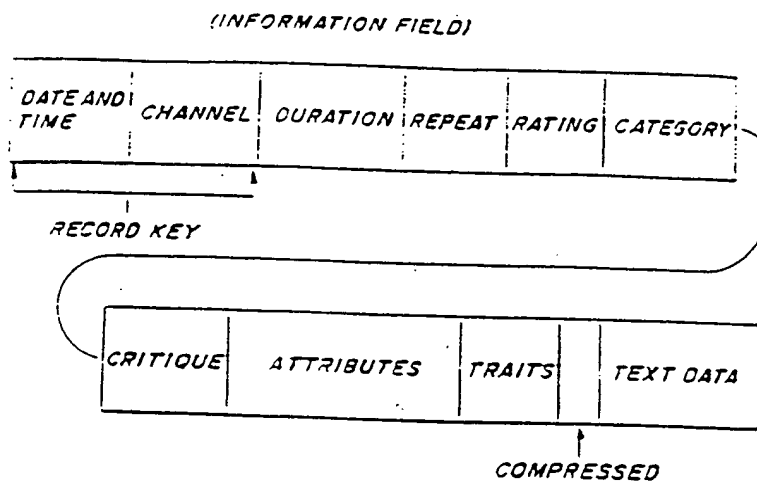


Figure 30

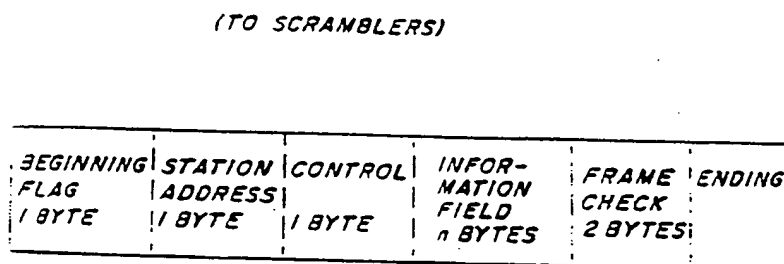


Figure 31

EPG TRANSACTION FORMATTER 58

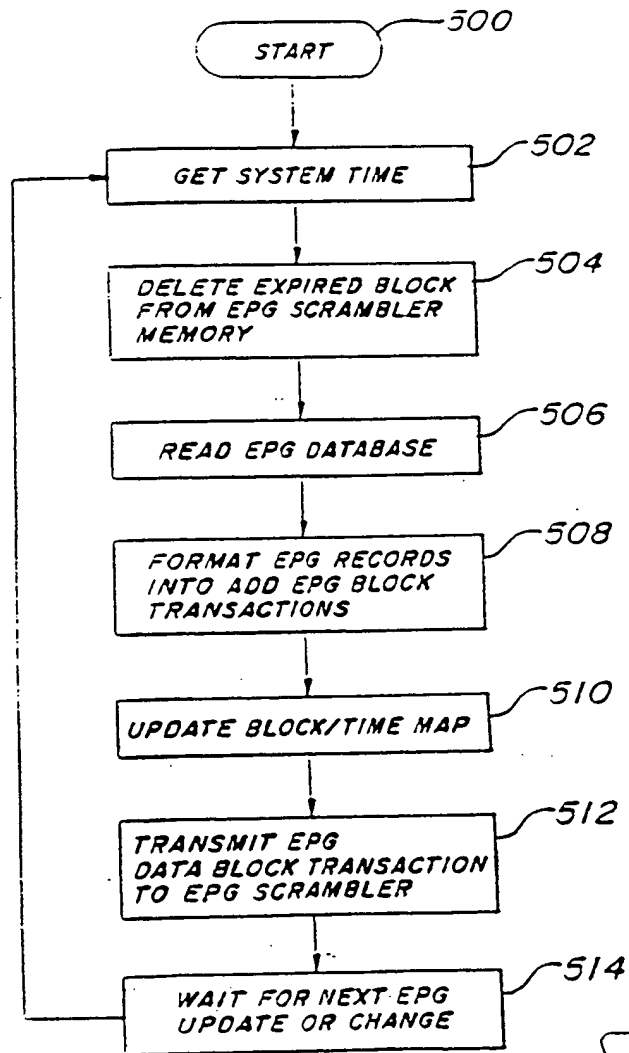


Figure 32

TEXT CHANNEL TRANSACTION FORMATTER 60,62

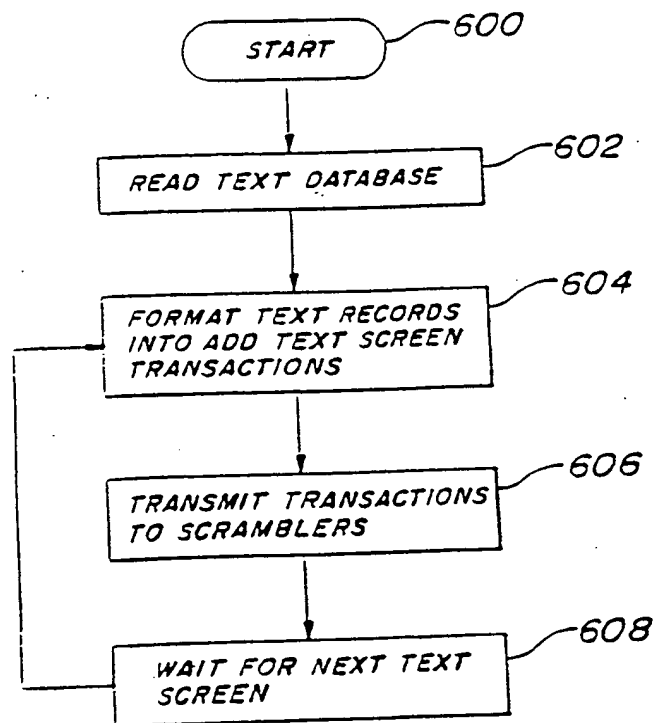


Figure 33

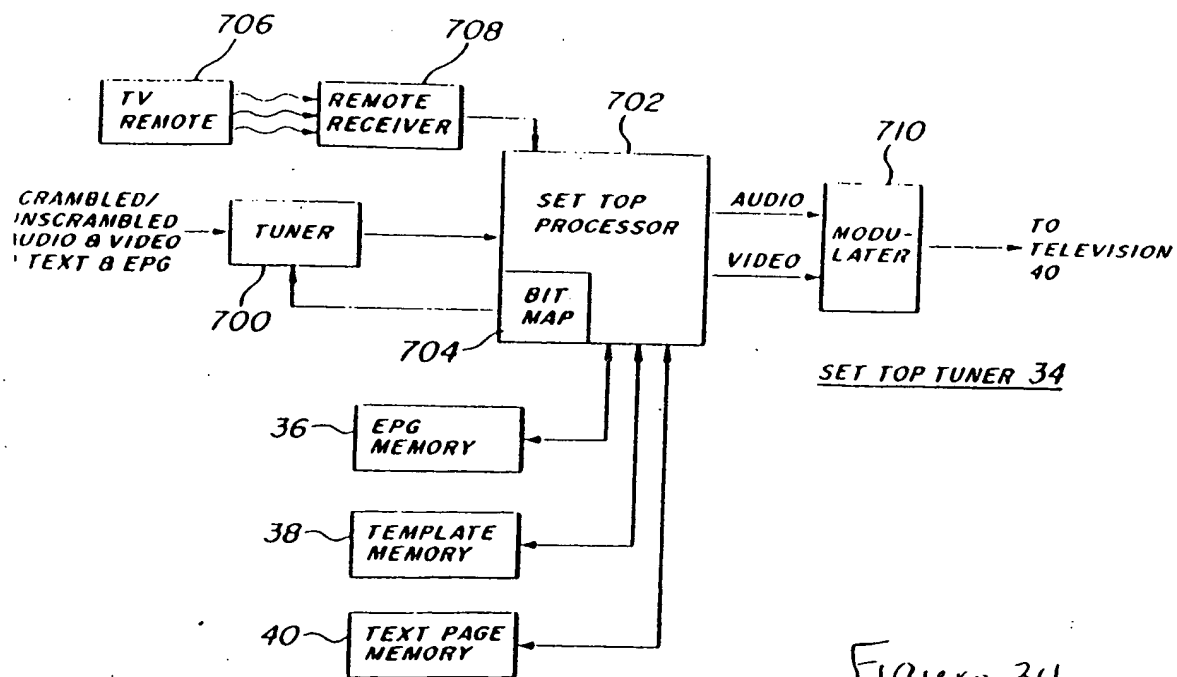


Figure 34



Process for automatically creating multiple profiles and
automatically generating current user profiles

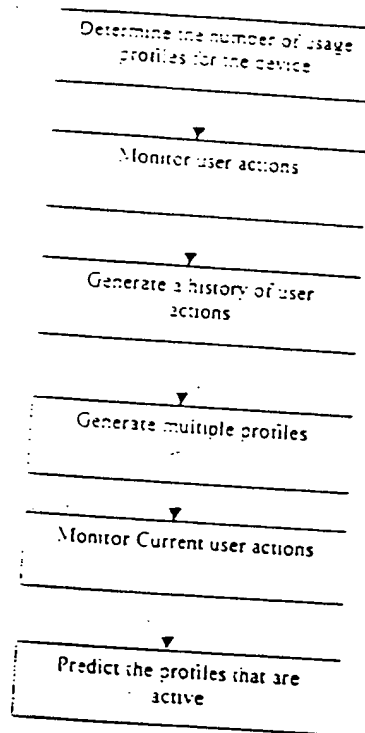


Figure 15

CIRCULAR PROGRAM GUIDE

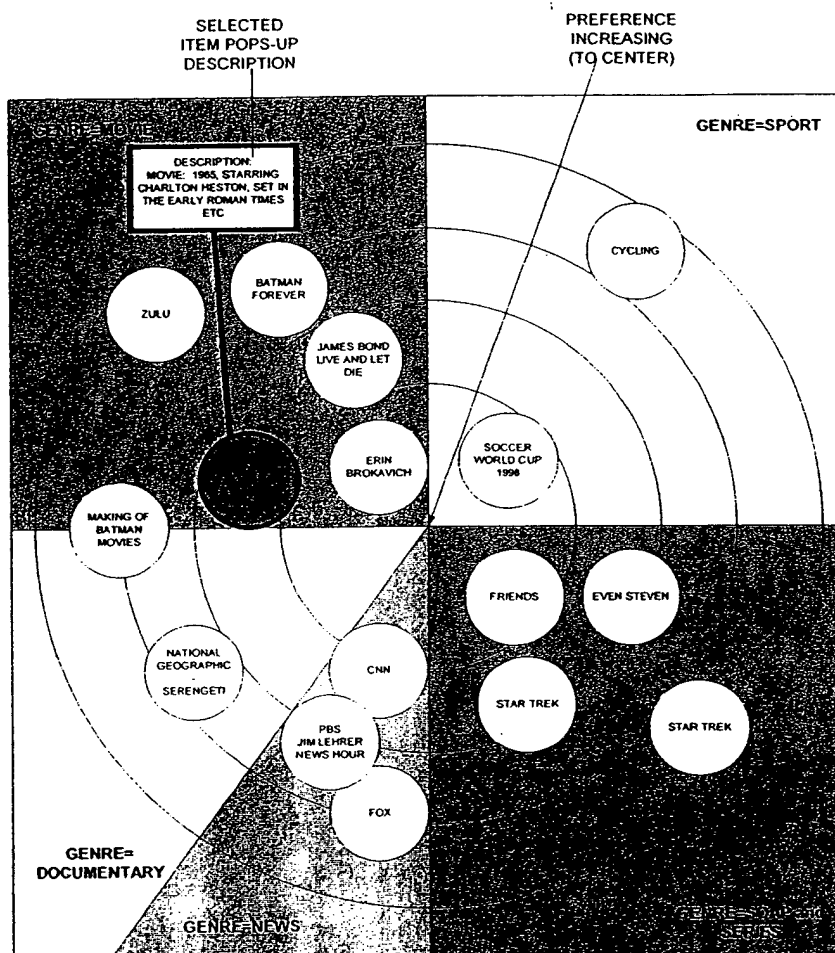


Figure 36